

of machine. The fire which destroyed their plant in 1909 terminated this branch of the business, but it is understood that they intend turning out automobiles in connection with their new business now developing. A similar type of high-wheeled car is also being produced by the Kennedy Motor Company, of Preston. The Reo Motor Company, of Lansing, Mich., has also established a branch in St. Catharines and will assemble there. The rise of the E.-M.-F. Motor Company, of Walkerville, as a branch of the Power Detroit Company is also of this period.

The year 1910 will probably see unprecedented strides in the automobile industry. Already two companies are about to set up plants in Windsor. The Regal Company, of Detroit, plans to assemble its cars there, and a new concern, financed by Detroit and Windsor people, will, it is understood, establish a factory for the manufacture of a car called the Royal Windsor.

It is not fair, however, to judge the Canadian industry by the small number of concerns which manufacture all the parts and assemble the cars. The demand for the automobile in Canada is steadily increasing, and out of the demand for parts a large industry has grown. The Conboy Carriage Company devotes the greater part of its attention to the manufacture of bodies, tops, glass-fronts and other automobile requisites. The Gray Carriage Company, of Chatham also does a large business in the manufacture of bodies. The Dunlop Tire Company, of Toronto, the Gutta Percha and Rubber Company, of Toronto, and the Canadian Rubber Company, of Montreal, are also largely dependent for trade upon the demand for automobiles, while the Goodyear Company, of Akron, Ohio, is establishing a branch for the manufacture of tires in Durham, Ontario. Auto lamps are manufactured by Chadwick Brothers, of Hamilton, and the demand for leather for upholstering has largely increased the business of Marlatt & Armstrong, of Oakville.

The advent of the automobile into Canada has had its effect in nearly every branch of trade. Many firms have felt the influence directly, while on others the effect has been so subtle and indirect as to be discredited. Tires, wheels, bodies and tops are usually Canadian made, and a considerable amount of assembling is done in Canada. In other branches of the business, the tendency is for a steady increase in importation from the United States. The amount of capital invested in Canada is about \$4,000,000, and the number of men employed about 3,000.

A point which often escapes attention in a discussion of the automobile situation in Canada is that the good roads movement is at the same time unconsciously a movement for cheaper ma-